

Destination Partnership Grant - Expression of Interest Form Preview

Welcome to the City of Launceston Event Grant Program

* indicates a required field

Partnership Grant - Expression of Interest

This Expression of Interest (EOI) is the first stage of the application process for the following funding streams:

- **Destination Partnership Grant (DPG)**
- **Innovation Partnership Grant (IPG)**

The EOI helps Council understand your event concept, strategic alignment, intended outcomes, and funding request before inviting selected applicants to submit a full application.

This is a light-touch process and should take approximately 15–20 minutes to complete.

Successful EOIs will be invited to progress to a full application stage.

Suggested Information Note

Before starting, please ensure you have:

- A brief overview of your event concept
- Indicative event dates and locations
- An estimate of funding requested
- A high-level understanding of your event budget and funding need

Eligibility acknowledgement

Applicants are encouraged to review the Program Guidelines carefully before submitting an Expression of Interest. Submission of an EOI does not confirm eligibility or guarantee invitation to full application.

Before proceeding, please confirm that: *

- I have read and understood the Event Grant Program Guidelines
- I believe this event and organisation are eligible to apply under this program
- I understand that Council may determine an application is ineligible at any stage of the process

Applicant Details

* indicates a required field

Applicant Details

Applicant Organisation/Group

Organisation Name

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ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Primary Contact Name *

Position in Organisation/Group *

Address

Address

Email *

Must be an email address.

Phone Number *

Must be an Australian phone number.

Website

Must be a URL.

Organisation/Group Socials

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Event Snapshot

* indicates a required field

Event Snapshot

Event Name *

Which funding stream are you applying for? *

- Destination Partnership Grant
- Innovation Partnership Grant

Proposed Event Start Date *

Must be a date.

Proposed Event Finish Date *

Must be a date.

Proposed Location *

What is the status of your event? *

Provide a concise overview of your event, including what the event is, who it is for, what attendees will experience and the overall vision or purpose of the event

*

Word count:

Must be no more than 250 words.

Strategic Alignment & Public Value

* indicates a required field

Strategic Alignment & Public Value

This is the most important section of your EOI.

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We want to understand why your event matters, what impact it creates, and why Council should invest in it.

Tell us:

- Why the event is important
- Who benefits and how
- Why public funding is needed
- How the event aligns with program and Council priorities

Strong responses are specific, outcomes-focused, and demonstrate the broader public value of the event beyond attendance numbers alone.

Why is this event important to Launceston? *

Word count:

Must be no more than 300 words.

What public value will your event deliver, and why is Council investment important? This could include community benefit, economic impact, tourism appeal, cultural significance, city activation, strategic alignment, or gaps the event helps address.

What makes this event distinctive or compelling? *

Word count:

Must be no more than 150 words.

What makes your event unique, innovative, or strategically valuable?

What outcomes is your event seeking to achieve? (Please select all that apply) *

- Increase visitation to Launceston
- Support local economic activity
- Enhance Launceston's cultural identity
- Activate public spaces
- Support community participation
- Showcase local producers/artists/businesses
- Encourage overnight stays
- Seasonal activation
- Youth/family engagement
- Other:

Audience & Scale

* indicates a required field

Audience & Scale

Which attendance category best reflects your estimated attendance *

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Who is the primary audience? *

- General public
- Regional visitors
- Interstate/International visitors
- Families with children
- Young people
- Arts/cultural audiences
- Food & beverage audiences
- Sports audiences
- Business/professional audiences
- Other:

Are you intending to attract visitors from outside the region? *

- Yes
- No

If yes, briefly describe how *

Word count:

Must be no more than 100 words.

Visitation Estimates

Estimated intrastate visitors *

Must be a number.

Estimated interstate visitors *

Must be a number.

Estimated accommodation/bed night impact *

Must be a number.

Please estimate the number of overnight visitors multiplied by accommodation nights your event is expected to generate.

Outline the tourism or destination appeal of your event *

Word count:

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Must be no more than 150 words.

Funding Request

* indicates a required field

Funding overview

Approximate amount of funding sought *

Must be a whole dollar amount (no cents) and no more than 20000.

Funding overview

Approximate amount of funding sought *

Must be a whole dollar amount (no cents) and no more than 50000.

Total estimated event budget *

Must be a whole dollar amount (no cents).

Why is Council funding needed for this event? (Select all that apply) *

- Enable the event to proceed
- Improve event quality or programming
- Increase accessibility or inclusion
- Reduce financial risk
- Support event growth or expansion
- Leverage other funding partnerships
- Other:

Please list any other confirmed or proposed funding sources

Funding description	Is this funding confirmed?	Funding amount (budgeted)	Notes
		Enter the total amount expected to be received. Must be a dollar amount.	Add notes if you need to provide more context

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Event Readiness & Capability

* indicates a required field

Delivery status and experience

Have you previously delivered events of a similar scale? *

If yes, briefly describe *

Word count:

Must be no more than 150 words.

Please indicate the current status of your event planning (Select all that apply): *

- Early concept development
- Venue/location discussions underway
- Venue secured
- Partners/sponsors identified
- Programming confirmed
- Marketing planning underway
- Operational planning underway
- Other:

Supporting Material

Optional uploads

Please upload any relevant supporting material

You may upload:

- concept deck
- event prospectus
- previous event photos
- marketing materials
- draft program
- letters of support

Attach a file:

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Applicant Declaration

* indicates a required field

Declaration

By submitting this Expression of Interest, I confirm that:

- the information provided is true and correct to the best of my knowledge
- I am authorised to submit this application on behalf of the applicant organisation/event
- I understand that submission of an Expression of Interest does not guarantee an invitation to submit a full application or receipt of funding

Council may request additional information to support assessment of this Expression of Interest.

Declaration agreement *

I agree to the above declaration

Name of authorised representative *

Position/title *

Date *

Must be a date.